London South Bank University

| Module: Multimedia Storytelling | |
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| **Change to an existing module;** | |
| **Change to the offering of modules on a course** (this includes a change from optional to compulsory and vice versa) | |

| School | ☐ ASC  ☐ **ACI**  ☐ BEA  ☐ BUS  ☐ ENG ☐ HSC  ☐ LSS |
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| **Title of Module** | Multimedia Storytelling |
| **Level** | 5 |
| **Semester & Start & End date** | Summer School ( delivery over 4 weeks) |
| **Submission date** | |
| **Course(s)** | Study Abroad |
| **Module code** | TBC |
| **Module Coordinator** | Name:    Denise Scott McDonald         Email: scottmcd@lsbu.ac.uk |

**Change Requested  (e.g. revised assessment, weightings)**

New learning outcomes and new focus

**Current Position (in relation to the change)**

The original module was delivered as part of the old BA Multimedia Journalism degree. This course has now been revalidated and this module no longer runs. We are using this opportunity to develop a new Multimedia Storytelling module for our Summer Study Abroad students.

**Rationale for Change**

The module is no longer valid.

**Process of Consultation (course team, students, other shared learning)**

Module leader and Director of Education and Student Experience.

**Consultation with External Examiner** (required for all new modules and existing modules for L5, L6, L7 & for L4 where appropriate).
**WHICH external examiner will be responsible for module?**

**Jim McClellan.**

**Resources Statement (required for new Modules)
Cost of new module (HSC only)**

**N/A**

| Proposer (Print name) | **Dr Jenny Owen** |
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To be completed by the Head of Division:

| **Enter subject JACS code(s)** (If multiple codes, enter proportion of each) | |
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| Head of Division (Print name) | |
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| SASC Ruling (Indicate if this is considered as a Major or Minor modification) | |
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| **Date Approved:** | |

# DESCRIPTOR

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| **Module Title** | Multimedia Storytelling |
| **Course Title** | Study Abroad |
| **School** | ☐ ASC   ☐ **ACI** ☐ BEA   ☐ BUS   ☐ ENG   ☐ HSC   ☐ LSS |
| **Division** | Film & Media |
| **Parent Course (if applicable)** | N/A |
| **Level** | 5 |
| **Module Code** *(showing level)* | TBC |
| **JACS Code (completed by the QA)** | |
| **Credit Value** | 20 credit points |
| **Student Study Hours** | Contact hours: 36 hours<br><br>Student managed learning hours: 164 hours<br><br>Placement hours: N/A |
| **Pre-requisite Learning** | None |
| **Co-requisites** | None |
| **Excluded combinations** | None |
| **Module co-ordinator** | Name: Denise Scott McDonald<br><br>Email: scottmcd@lsbu.ac.uk |
| **Short Description (max. 100 words)** | Contemporary journalism requires media producers to tell stories not just with words and still pictures, but also with infographics, sound and video. Multimediality is an important feature of journalistic content delivered online. The purpose of this module is to provide students with the opportunity to produce stories using sound and image with a view to understanding when and how to use a specific media form. This module will equip students with the necessary elements in order for a story to be published successfully online. |
| **Aims** | The aim of this module is to familiarise students with a range of production and critical approaches to producing multimedia content and provide them with the opportunity to explore the creative thinking underpinning choices made in video and audio production. The module will guide the students through the production process from original idea to the publication of their multimedia report; assist in their ability to identify technical and editorial |

| | challenges and devise appropriate procedures for rectifying or improving the outcome. |
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| **Learning Outcomes (4 to 6 outcomes)** | Knowledge and Understanding:<br><br>• Evaluate how images, sound and text can be manipulated to deliver journalistic messages<br><br>Intellectual Skills:<br>• Demonstrate an awareness of news values and related legal and ethical concerns<br><br>Practical Skills:<br>• Appropriate execution of relevant production and technical craft roles, achieving industry accepted performance standards<br><br>Transferable Skills:<br>• The ability to plan and manage individual and group-based, creative, research and production projects to a given brief, deliver them to deadline and evaluate the effectiveness of the processes employed<br>• To demonstrate awareness of professional standards and practices and the ability to evaluate their own performance |
| **Employability** | Audio and video production skills are highly rated by employers in journalistic organisations. This module enables students to develop the intellectual and practical skills to produce sophisticated audio and visual stories, as well as the ability to work as part of a team, which is often the production model for audio and video content. |
| **Teaching and learning pattern** | Contact hours includes the following:<br>(please click on the checkboxes as appropriate)<br>☐ Lectures     ☐ Group Work:<br>☐ Seminars     ☐ Tutorial:<br>☐ Laboratory     ☐ Workshops<br>☐ Practical     ☐ VLE Activities |
| **Indicative content** | Week 1 – Introduction to digital journalism Part 1<br>Week 2 – Producing a multimedia report Part 1<br>Week 3 – Digital journalism Part 2<br>Week 4 – Producing a multimedia report Part 2<br><br>Research, planning, scheduling of a multimedia story • Filming, camera, lighting, sound recording; • Editing (with Adobe Premier); •The voices in a feature – what to consider • Interviewing and working with contributors • Finding the sonic potential of ideas • Stylistic approaches to producing audio features • Aesthetic considerations to working with audiovisual material • Preparing a story for publication online |

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| **Assessment method (Please give details – of components, weightings, sequence of components, final component)** | Summative assessment:<br>The pass mark for this Module is 40%.<br><br>**Assessment: Multimedia Reports (100%)**<br>• Coursework 1: Two pieces: 1min video & 500 word article *(20%)*<br>• Coursework 2: One up to 3min video – Group *(40%)*<br>• Coursework 3: One 750 - 1000 word article - individual *(40%)*<br><br><br>For example:<br>CW1: Presentation (20%)<br>CW2: Essay (30%)<br>Exam: 2 hour exam (50%)<br>(The sequence of components in this section should reflect the order of submission) |
| **Mode of resit assessment (if applicable)** | Same as above |
| **Indicative Sources** *(Reading lists)* | Core materials:<br>Bock, M (**2015**) **Showing versus telling: Comparing online video from newspaper and television websites**, Sage<br><br>Bradshaw, P & Rohumaa, L (**2013**) **The Online Journalism Handbook: Skills to survive and thrive in the digital age**, Routledge<br><br>Caldwell, C (**2014**) **Editorial Design: Digital and Print**, Laurence King Publishing<br><br>Optional reading:<br>Swan, S (**2013**) **Video Journalism: Telling Stories with Video and Words**, CreateSpace Independent Publishing Platform<br><br>Kern, J (**2008**) **Sound Reporting: The NPR Guide to Audio Journalism**, University of Chicago Press<br><br>Hemingway, E (**2007**) **Into the Newsroom: Exploring the Digital Production of Regional Television News**, Routledge |
| **Other Learning Resources** | Moodle, newsroom wires, newspapers, habitual radio, television and online news consumption. |